

# FY2015 Kentucky Crafted Program Panel Assessment Sheet

**APP #**

**Applicant Name:**

**DBA:**

## Scoring Scale

- 0 Insufficient for evaluation or of **poor** quality
- 1 **Questionable** quality
- 2 **Fair** quality
- 3 **Good** quality
- 4 **Excellent** quality

## Performance Expectation

Performance Expectation	Preliminary Scoring (0- 4)	Final Scoring (0- 4)
<b>1. Artistic Excellence (70%)</b>		
1. Clarity of artistic vision	0 1 2 3 4	0 1 2 3 4
2. Demonstration of a cohesive body of work	0 1 2 3 4	0 1 2 3 4
3. Technique, including attention to detail	0 1 2 3 4	0 1 2 3 4

2. Marketability (30%)		
1. Effective marketing copy	0 1 2 3 4	0 1 2 3 4
2. Digital images	0 1 2 3 4	0 1 2 3 4
3. Pricing	0 1 2 3 4	0 1 2 3 4

Revised: 02/24/2014

Panelist Name: